April 15, 1948

Mr. Gerald Y. Genn
President
Harvard Radio Network
16 Dunster Street
Cambridge
Massachusetts

Dear Gerry:

Bill Raney has handed me your letter of April the fourteenth for reply. In brief here are the standards of WYBC as they now exist. They pertain mainly to production and program operations. No mention is made of maximum time length for commercials on sponsored programs of the Ivy Network, since that was all agreed upon at the last meeting of the five stations.

WYBC-THE YALE BROADCASTING COMPANY

BROADCAST HOURS:	M T W Th F S	7:00-9:00 A.M.
	M T W Th F	4:30 PM - 12:30 A.M.
	Saturdays	5:00 PM - 12:30 A.M.
	Sundays	2:00 PM - 5:30 P.M.
		8:00 PM - 12:30 A.M.

STATION BREAKS: A Station Break will occur at least twice an hour and/or after every program. A "System" break ("This is the Yale Broadcasting Company") will be the close out cue on all programs.

COMMERCIALS: The position of the commercials are left to the discretion of the sponsor--except for five minute programs, such as news summaries, when there will be no commercial permitted in the middle of the program. No double spotting of commercials between or within programs. Commercials between programs will be separated from the preceding program by a system cue, and from the following program by an actual station break. Singing commercials are acceptable provided they are in good taste and not detrimental to the prestige and general sounding of the station. This will be ascertained by the Program Director of WYBC by an audition of the commercial transcription. The same applies for all written material provided either by WYBC or by an Advertising Agency.

Mr. Gerald Y. Genn April 15, 1948

PROGRAM TIME LENGTHS: All programs start on the hour, quarter, or half hour as the case may be. A Five second pause is required between the actual station break and the program itself. Programs end at 04-30; 15-30, 29-30, 44-30, and 59-30.

GENERAL: Standards of the National Association of Broadcasters now in effect, pertaining to "good taste" insofar as profanity, etc., prevail. In general, the broadcasting procedures and standards used at WYBC are copied as much as possible from key network station practices in commercial radio.

For your further information I am enclosing a mimeographed copy of our general STATION BROADCASTING PROCEDURE, and a recent procedure test which we gave to our current crop of heelers. These enclosures are more or less self-explanatory. Heelers are given a second test before the end of the competition period, and in order to be recommended for the board, they must achieve a final grade of 90 or better. Perhaps a little "chicanery" in an undergraduate extra-curricular activity, but I find it is the only way to more or less painlessly insure better broadcasting habits from them after they are members.

I trust that all of the foregoing information will be what you want. If not, drop me a line on specific questions, and I will answer right away. Look forward to seeing you at the next "convention."

Sincerely yours,

DAVID H.Z. JOHNSTON
Program Director

2 Enclosures
as described above